

Message Text

UNCLASSIFIED

PAGE 01 STOCKH 01050 061227Z

55

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
----- 046793

R 061045Z MAR 75
FM AMEMBASSY STOCKHOLM
TO USDOC WASHDC
INFO SECSTATE WASHDC 4077

UNCLAS STOCKHOLM 1050

FOR ESP/USTS:WPHILLIPS AND BIC/OED:RBPRITCHARD

E.O. 11652: N/A

TAGS: BEXP, BTRA, SW

SUBJECT: FOREIGN BUYERS TO US TRADE SHOW: TRAINING EQUIPMENT
SERVICE EXPOSITION, LAS VEGAS, NEV., MAY 11-16

1. MR. BJORN MAGNSJO, VICE PRESIDENT OF ESSELTE STUDIUM AB, POSTAL ADDRESS: S-112 85 STOCKHOLM, MAJOR SWEDISH COMPANY IN EDUCATIONAL AUDIO-VISUAL EQUIPMENT TEACHING AIDS, TEXTBOOKS AND OTHER SUPPLIES, (ANNUAL TURN-OVER SKR. 160 MILLION, SEE ALSO WTD 5/74), HAS APPEALED FOR OUR ASSISTANCE REGARDING THE TRAINING EQUIPMENT SERVICE EXPOSITION SCHEDULED FOR MAY 11 - 16 AT THE MGM GRAND, LAS VEGAS, NEV. THE COMPANY HAS RECEIVED NO REPLY TO LETTERS OF INQUIRY ADDRESSED TO THE SPONSORING ORGANIZATION, AMERICAN SOCIETY FOR TRAINING AND DEVELOPMENT, P.O. BOX 5307, MADISON, WIS. 53705 AND ALSO TO AMERICAN MANAGEMENT ASSOCIATION, 135 W. 50TH STREET, NEW YORK, N.Y. 10020.

2. THE COMPANY WOULD LIKE TO RECEIVE CONFIRMATION ABOUT THE DATES OF THE SHOW, INFORMATION ABOUT WHAT EXHIBITORS WILL PARTICIPATE, AND WHAT KIND OF EQUIPMENT WILL BE EXHIBITED.

3. WE WOULD ALSO APPRECIATE CONFIRMATION THAT EXPOSITION WOULD WELCOME, AND HAS FACILITIES FOR, INTERNATIONAL VISITORS. WE ARE EXPLORING POSSIBILITIES OF SWEDISH COMPANIES SENDING REPS.

4. SOONEST POSSIBLE REPLY WOULD BE APPRECIATED.

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STRAUSZ-HUPE

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 06 MAR 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750079-0207
From: STOCKHOLM
Handling Restrictions: n/a
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Margaret P. Grafeld
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